

FORM 1449* INFORMATION DISCLOSURE STATEMENT		Docket Number: 60136.0106USWO	Application Number: 10/551,102
IN AN APPLICATION (Use several sheets if necessary)		Applicant: ODDO	
		Filing Date: 08/14/2006	Group Art Unit: 3624

U.S. PATENT DOCUMENTS						
EXAMINER INITIAL	DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	2001/0011264 A1	08/02/2001	Kawasaki			
	2001/0056370 A1	12/27/2001	Tafla			
	2002/0004744 A1	01/10/2002	Muyres et al.			
	2002/0013729 A1	01/31/2002	Kida			
	2002/0059094 A1	05/16/2002	Hosea et al.			
	2005/0028208 A1	02/03/2005	Ellis et al.			
	5,223,924	06/29/1993	Strubbe			
	5,347,632	09/13/1994	Filepp et al.			
	5,572,643	11/05/1996	Judson			
	5,592,551	01/07/1997	Lett et al.			
	5,659,350	08/19/1997	Hendricks et al.			
	5,710,884	01/20/1998	Dedrick			
	5,740,252	04/14/1998	Minor et al.			
	5,740,549	04/14/1998	Reilly et al.			
	5,754,774	05/19/1998	Bittinger et al.			
	5,761,662	06/02/1998	Dasan			
	5,794,210	08/11/1998	Goldhaber et al.			
	5,801,747	09/01/1998	Bedard			
	5,812,784	09/22/1998	Watson et al.			
	5,848,397	12/08/1998	Marsh et al.			
	5,913,040	06/15/1999	Rakavy et al.			
	5,945,988	08/31/1999	Williams et al.			
	5,946,646	08/31/1999	Schena et al.			
	5,948,061	10/07/1999	Merriman et al.			
	5,959,623	09/28/1999	Van Hoff et al.			
	5,966,695	10/12/1999	Melchione et al.			

EXAMINER	/Johnna Loftis/	DATE CONSIDERED	09/27/2010
----------	-----------------	-----------------	------------

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form for next communication to the Applicant.

FORM 1449* INFORMATION DISCLOSURE STATEMENT		Docket Number: 60136.0106USWO	Application Number: 10/551,102
IN AN APPLICATION (Use several sheets if necessary)		Applicant: ODDO	
		Filing Date: 08/14/2006	Group Art Unit: 3624

5,974,398	10/26/1999	Hanson et al.			
6,005,597	12/21/1999	Barrett et al.			
6,012,051	01/04/2000	Sammon, Jr. et al.			
6,014,638	01/11/2000	Burge et al.			
6,014,654	01/11/2000	Ariyoshi			
6,018,372	01/25/2000	Etheredge			
6,026,368	02/15/2000	Brown et al.			
6,041,311	03/21/2000	Chislenko et al.			
6,049,777	04/11/2000	Sheena et al.			
6,064,980	05/16/2000	Jacobi et al.			
6,078,866	06/20/2000	Buck et al.			
6,092,049	07/18/2000	Chislenko et al.			
6,119,101	09/12/2000	Peckover			
6,134,532	10/17/2000	Lazarus et al.			
6,144,944	11/07/2000	Kurtzmann, II et al.			
6,157,946	12/05/2000	Itakura et al.			
6,163,316	12/19/2000	Killian			
6,177,931	01/23/2001	Alexander et al.			
6,236,975	05/22/2001	Boe et al.			
6,236,978	05/22/2001	Tuzhilin			
6,243,760	06/05/2001	Armbruster et al.			
6,285,983	09/04/2001	Jenkins			
6,295,061	09/25/2001	Park et al.			
6,298,348	10/02/2001	Eldering			
6,305,017	10/16/2001	Satterfield			
6,311,211	10/30/2001	Shaw et al.			
6,327,574	12/04/2001	Kramer et al.			
6,334,110	12/25/2001	Walter et al.			
6,366,298	04/02/2002	Haitsuka et al.			

EXAMINER	/Johnna Loftis/	DATE CONSIDERED	09/27/2010
EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form for next communication to the Applicant.			

FORM 1449* INFORMATION DISCLOSURE STATEMENT		Docket Number: 60136.0106USWO	Application Number: 10/551,102
IN AN APPLICATION (Use several sheets if necessary)		Applicant: ODDO	
		Filing Date: 08/14/2006	Group Art Unit: 3624

	6,427,063	07/30/2002	Cook et al.			
	6,449,632	09/10/2002	David et al.			
	6,708,335	03/16/2004	Ozer et al.			
	6,769,009	07/27/2004	Reisman			
	6,845,102	01/18/2005	Bendelac et al.			
	6,882,977	04/19/2005	Miller			
	6,882,990	04/19/2005	Barnhill et al.			
	6,889,218	05/03/2005	Nassehi			
	7,003,792	02/21/2006	Yuen			
	7,020,643	03/28/2006	Mah et al.			
	7,496,553	02/24/2009	Cerrato			

FOREIGN PATENT DOCUMENTS

	DOCUMENT NO.	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
						YES	NO
	WO 00/49801	08/24/2000	PCT				

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

		"AdForce and Activate Deliver Next Generation Web Advertising," <i>Business Wire</i> (November 8, 2000)
		Kannan, P. et al., "Marketing Information on the I-Way," <i>Communications of the ACM</i> , Vol. 41, No. 3, pp. 35-43 (March 1998)
		U.S. Patent Application Serial No. 09/558,755, filed April 21, 2000 entitled "METHOD AND SYSTEM FOR WEB USER PROFILING AND SELECTIVE CONTENT DELIVERY"



EXAMINER	/Johnna Loftis/	DATE CONSIDERED	09/27/2010
EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form for next communication to the Applicant.			